

# PT Infinys reduces costs by 56 per cent with cloud solution



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—Dondy Bappedyanto, general manager, PT Infinys System Indonesia

**HP customer case study**  
Indonesian cloud service provider cuts costs, reduces energy consumption and enables staff to focus on customer support with HP CloudSystem

**Industry**  
IT services

## Objective

Meet growing demands of customers for cloud solutions by putting in place a reliable, scalable infrastructure

## Approach

Compared solutions from major vendors, including Dell, HP and IBM

## IT improvements

- Saves 60 per cent of administration time due to HP CloudSystem and its self-service portal
- Cuts electricity consumption by more than 50 per cent, saving money and enabling improved pricing to customers to remain competitive

## Business benefits

- Boosts return on investment of IT hardware, with HP BladeSystem servers ability to double revenue from customers for only 40 per cent increase in cost
- Reduces total cost of ownership by 56 per cent due to the HP CloudSystem solution reducing energy and hardware costs
- Improves customer satisfaction as IT staff are able to devote the time to customer support with HP CloudSystem



With nearly a quarter of a billion inhabitants, Indonesia is the world’s fourth most populous country, and it is the largest economy in Southeast Asia. This means there is a massive demand for IT capabilities, and the country is keeping up with the global trend by delivering an increasing number of services from the cloud.

Many of these customers use cloud services provided by PT Infinys System Indonesia, a Jakarta-based IT company. As well as cloud, PT Infinys is part of an IT group that provides services as varied as system integration, bar codes, in-building cellular communications and web development.



## Growing demands for cloud

The fast-growing popularity of cloud computing means that PT Infinys needs to keep up with growth in customer demands, while ensuring its customer satisfaction levels and reliability remain high – it guarantees at least 99 per cent uptime with all its services. At the same time, it needs a scalable, flexible system that can cope with future changes.

“Most of our customers have critical demands, and so our servers cannot go down,” says Dondy Bappedyanto, general manager at PT Infinys System Indonesia.

PT Infinys had already been using HP rack servers to supply cloud services to its customers for several years when it decided it needed to upgrade its infrastructure to meet these challenges of increased capacity and flexibility. It needed to find a supplier that provides reliable products matched with high levels of after-sales service.

## Comprehensive solution from one vendor

“HP came to me and recommended its BladeSystem, which means there is no single point of failure – if one blade goes down there are spares that take over without a break in service,” says Bappedyanto.

“We compared other vendors including Dell and IBM, and HP came out number one in meeting our needs,” he continues. “Its reliability and support made us want to invest in HP for the future.”

Now, PT Infinys has around 2,000 customers in Indonesia running Infrastructure as a Service (IaaS) cloud services on the HP CloudSystem platform, a completely integrated and open solution for building and managing cloud services based on HP Converged Infrastructure. These are mostly companies, as well as a few personal customers, and run a wide range of applications including Microsoft® Exchange and Enterprise Resource Planning (ERP) systems.

Initially, PT Infinys purchased a system based on HP c7000 BladeSystem enclosures, with HP ProLiant BL460c server blades and HP Storage P2000 Modular Smart Array storage. It has since extended the system to include HP CloudSystem Matrix, which provides a completely integrated and open platform to enable PT Infinys to deliver IaaS for its customers. HP CloudSystem is an open platform, therefore provided PT Infinys with heterogeneous support with their existing hardware, OS and applications. HP worked directly with PT Infinys to help design the platform, and to install the CloudSystem.

“Once we had chosen HP as the vendor, the selection of servers and storage was based on price and performance,” says Bappedyanto. “This is always the most important factor for us.”

The company runs the HP CloudSystem platform both in its main data centre and at its separate disaster recovery site. It uses two HP c7000 BladeSystem enclosures at the main location, with one at the DR site. The infrastructure is virtualised using Microsoft Hyper-V, and PT Infinys also uses Microsoft Windows® Server 2008 R2 and System Center.



“It’s a big advantage that CloudSystem is completely integrated from one vendor,” says Bappedyanto. “It’s an end-to-end solution, and if there is a problem I can just call HP and they sort it out – I don’t have multiple vendors blaming one another.”

As well as the HP systems, PT Infinys also uses some storage from HDS, but manages everything using HP tools. As Bappedyanto comments: “It’s all managed together, and the HP tools are fantastic – it’s like magic: I don’t have to go to each of the consoles, but I can manage everything from one screen.”

## Costs halved

The clearest benefit that PT Infinys has received from the HP CloudSystem is a 56 per cent reduction in total cost of ownership (TCO). This figure has been calculated without including any benefits from reduced staff costs due to time savings, and benefits from the staff utilising the time saved on customer support.

“The two main TCO contributors are hardware costs and energy savings,” says Bappedyanto. “Our business is based on renting resources to our customers, and with the blade servers we can put a lot of memory and processors in the rack, and the density goes up exponentially.”

“The blade means we can host more customers than our previous rack servers, so that’s where we save money,” says Bappedyanto. “While BladeSystem is about 40 per cent more expensive than a rack server, the revenue from the blade compared to the rack is twice as much.”

The other major contributor to the TCO reduction is energy savings. The HP BladeSystem has enabled PT Infinys to reduce the electricity consumption of its servers by more than 50 per cent. Previously, it required more than 10kW of power, but with the blade servers this has been cut to less than 5kW at peak times and below 3kW when customer demands are low.

“Reducing our costs has enabled us to offer lower prices to our customers, which has given us a competitive advantage both in winning new business and in keeping our existing clients,” says Bappedyanto. “With HP CloudSystem, our customers are happy in terms of the performance and scalability, the price they pay and the support we can give them.”

## Time savings enable improved customer focus

With HP CloudSystem, PT Infinys is saving time in managing the system and troubleshooting due to the system’s self-service portal for managing infrastructure and a basic application lifecycle.

“If a blade goes down, the system shows us what the problem is, for example memory, or a cable, so we don’t have to open up the server – we can see the detail from the screen, which cuts troubleshooting time,” says Bappedyanto.

“With HP CloudSystem, we can see everything on one screen, where before we had to go to each individual server to resolve problems,” says Bappedyanto. “Overall, we have saved about 60 per cent of our management and administration time since installing HP CloudSystem.”

Adding new equipment is also faster with HP's blade servers, as Bappedyanto explains: "It's just plug and play with no configuration – HP CloudSystem does everything for me from adding new applications to managing infrastructure all with the simple-to-use self-service portal – which makes putting in new server hardware about 30 per cent faster.

"In our industry support is our first priority, and technology is number two," says Bappedyanto. "With the time saved with HP CloudSystem we can focus on support for our customers, which improves their satisfaction levels, and we don't need to spend so much time on the technology."

## Scalable for future growth

In the first year since it installed CloudSystem, PT Infinys has had no downtime or major problems. As Bappedyanto comments: "HP support is remarkable: for example, we had one tiny problem, and replacement hardware was delivered to our data centre in less than four hours.

"I'm happy with the performance, and the HP system gives us what we need," says Bappedyanto. "If we need more, the flexibility and scalability of the HP CloudSystem means we can simply add more blades.

"I'm very satisfied with the HP system, and it has met all of my requirements," says Bappedyanto. "Looking ahead, we will always check out the new technology that HP develops, and when we need more servers we will review the new models from HP."

For the future, PT Infinys is planning to add more services on its cloud platform, and is looking forward to substantial growth.

"We expect to double our customer numbers this year," says Bappedyanto. "With a population of 250 million in Indonesia, and many SMEs and enterprises, we have just scraped the surface so far.

"I expect the HP CloudSystem to cope with this growth and to enable us to launch new services, and that's why I'm betting on it," concludes Bappedyanto.

## Customer solution at a glance

### Primary hardware

HP CloudSystem Matrix:

- HP ProLiant BladeSystem c7000 enclosure
- HP Matrix Operating Environment
- HP ProLiant BL460c server blade
- HP ProLiant DL380 server
- HP Storage P2000 Modular Smart Array storage

### Primary software

- Microsoft Hyper-V
- Microsoft Windows Server 2008 R2
- Microsoft System Center

### HP Services

- HP Implementation Services

## For more information

To read more about HP CloudSystem, go to [hp.com/go/cloudsystem](http://hp.com/go/cloudsystem)

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4AA4-3464EEW, Created September 2012

